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# A SERIOUS MAGAZINE DEVOTED TO AUTHORITATIVE INFORMATION ABOUT SEX

## Sexual Behavior

A serious magazine devoted to authoritative information about sex

### Sex in advertising

57 reasons  
a wife declines sex

### The "call girl"

Opinion:  
What can be done  
about premature  
ejaculation?

Sex education between  
father and son

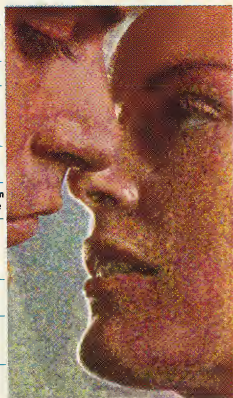
Relation of female orgasm  
to duration of intercourse

Interview:  
A psychiatrist discusses  
sexual boredom  
in men and women

Sexual problems  
of beautiful women

Debate:  
Is marital infidelity  
justified?

Answers to Questions



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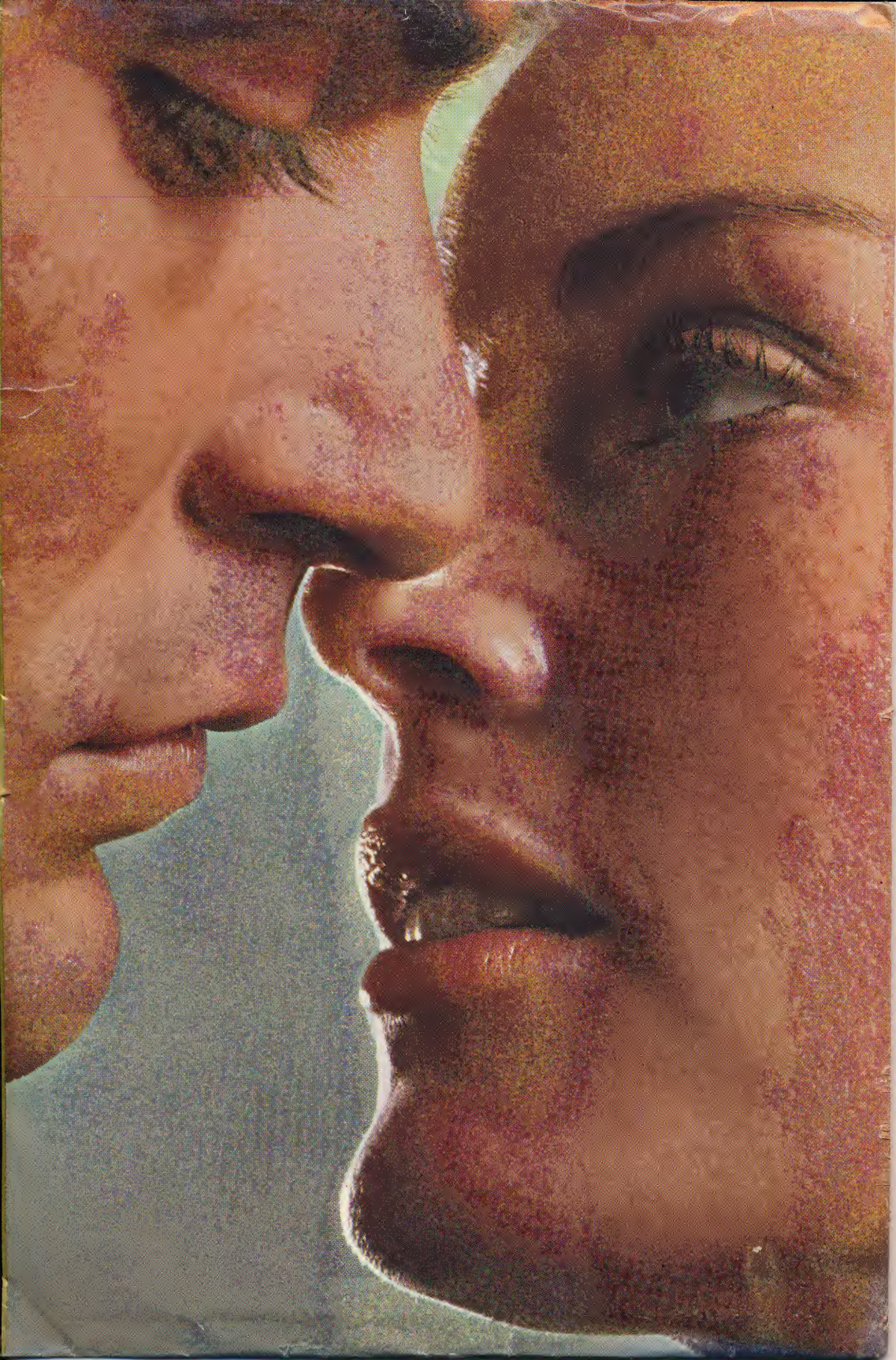
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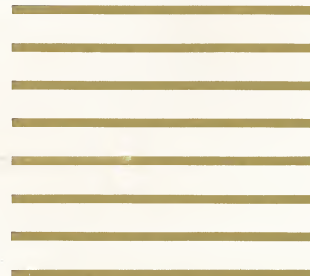
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TO SEXUAL BEHAVIOR

one of the most important new

magazines ever published

Strange, isn't it?

Man has explored the moon. Cameras have explored Mars. But one of our most important worlds--sexuality--is still more exploited than explored.

There are magazines about archery and bowling, psychology and ecology, birds and flowers. But not a single quality consumer magazine about sex.

And at a time when new behavior patterns and attitudes point up the urgent need for broader knowledge about sex and its place in our lives today!

The eminent research team of Masters and Johnson have estimated that more than half of U.S. marriages suffer from some form of sexual disability--largely the result of the sexual ignorance in which so many have lived so long.

That is why a group of America's leading experts on sexual matters--from a variety of disciplines--have joined forces to create a new monthly magazine to deal with sex.

The magazine is SEXUAL BEHAVIOR.

Each month, SEXUAL BEHAVIOR will treat a wide variety of sexual topics in an honest, straightforward manner. It will bring you results of the latest research, the best thinking from all over the world. Plus a variety of features and reviews including questions from readers--answered by a distinguished panel of experts.

(over please)

SEXUAL BEHAVIOR is a quality magazine. There are no step-by-step instructions. No how-to photographs. These we leave to the manuals and the imported films. SEXUAL BEHAVIOR is an authoritative magazine you will enjoy reading.

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The single copy price of SEXUAL BEHAVIOR is \$1 a copy. By subscription, it will cost \$10 a year (12 issues).

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Sincerely,

A handwritten signature in cursive script that reads "Carl Stark".

For the Editors

CS:JKA



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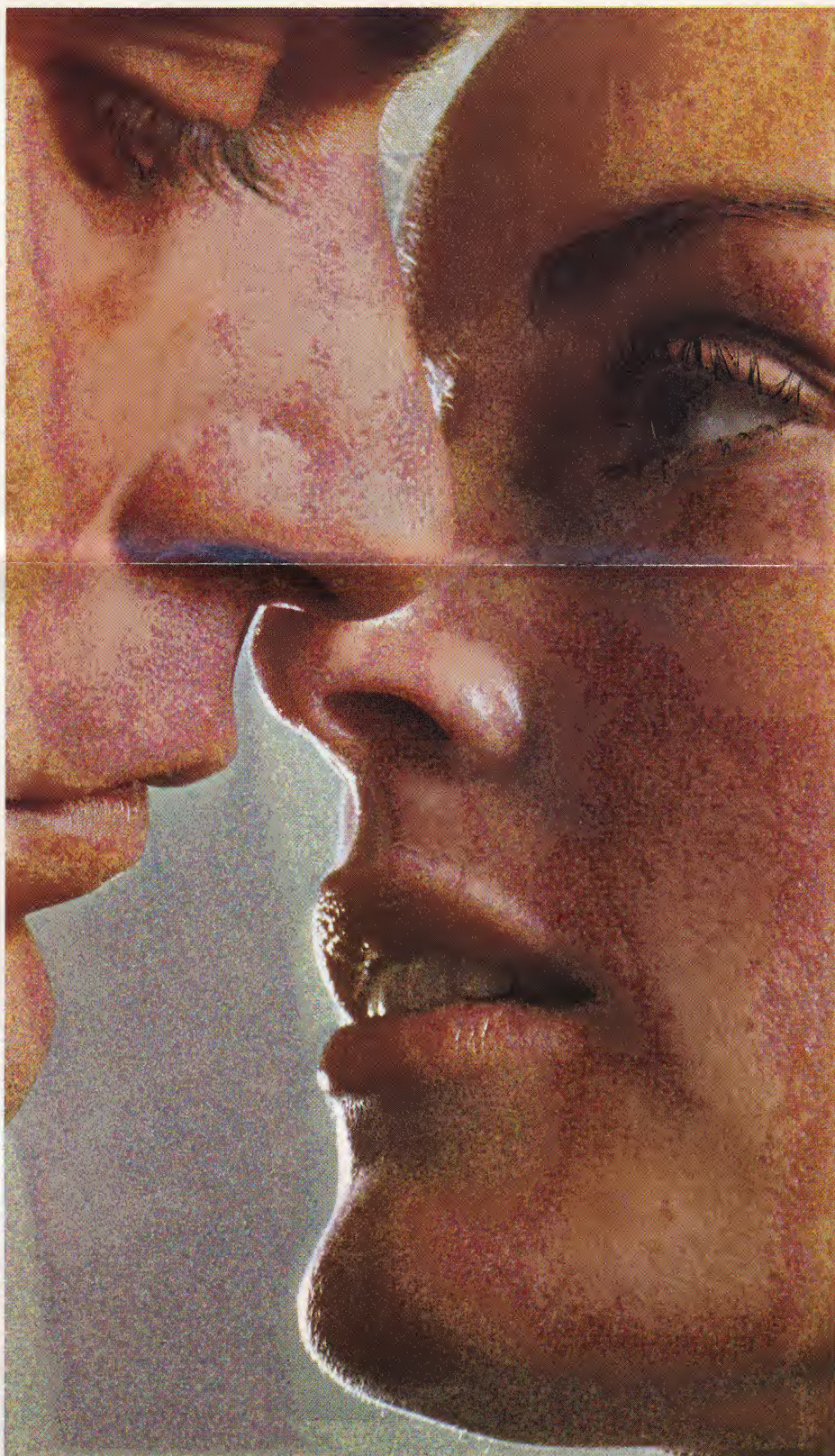
**Sexual problems  
of beautiful women**

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**Debate:  
Is marital infidelity  
justified?**

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**Answers to Questions**





# Why a serious magazine about sex?

Adults now read about, talk about, and see more about sex in a year than their parents did in a lifetime.

Unfortunately, however, the subject is more exploited than explored. The spotlight blinds more than it reveals. And millions remain beset with unanswered questions, misconceptions, and frustrations. Masters and Johnson, the eminent researchers in the physiology and psychology

of sexual behavior, estimate that at least half the marriages in this country are contending with some form of sexual inadequacy.

For these reasons, many of America's leading authorities on sexual matters—from a variety of disciplines—have joined together to create what will be one of the most interesting, informative, and helpful publications you have ever received: **SEXUAL BEHAVIOR**.

## Here is what experts on sexual matters say about **SEXUAL BEHAVIOR**:

“With the increasing emancipation of science from the shibboleths and taboos which have fettered knowledge of human sexuality more and more important material is evolving. It is important that this scientific material be translated and transmitted to the lay public by qualified scientists.”

**ALAN F. GUTTMACHER, M.D.**

President, Planned Parenthood—World Population

“It is high time that the nonsensical and titillating sex material on the newsstands made room for valid, honest, scientific and helpful material about sex. There has long been a need for forthright, intelligent discussion of sexual matters, and **SEXUAL BEHAVIOR** will go a long way to fill this need.”

**HAROLD I. LIEF, M.D.**

Professor of Psychiatry and Director of the Division of Family Study, University of Pennsylvania School of Medicine, Philadelphia

“I welcome very much the kind of treatment of sex promised by this magazine. The distinguished Board of Editors guarantees both scientific accuracy and honest, socially conscious treatment of the subject.”

**SEWARD HILTNER, PH.D., D.D.**

Professor of Theology and Personality, Theological Seminary, Princeton, N. J., and Edward Gallahue Consultant on Religion and Psychiatry to The Menninger Foundation

“**SEXUAL BEHAVIOR** promises to fill a vacuum in the knowledge of the general public. Sex is the one area that affects our lives so strongly, yet about which so little is known. Certainly, sexual misconceptions are a primary cause of personal and marital difficulties, and **SEXUAL BEHAVIOR** promises to be an excellent antidote.”

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President, American Association of Marriage and Family Counselors; Associate Professor in the Graduate School of Health Education, New York University School Education, N.Y.C.

“While small groups of professional people have been publishing and discussing the results of research on sexual behavior for several decades now, **SEXUAL BEHAVIOR** promises to provide a public forum that will open communication and coordinate the efforts of medical people, social scientists, attorneys, and others working in this important area.”

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# Who will prepare the articles?

The authors will be psychiatrists, gynecologists, urologists, psychologists, sociologists, marriage counselors, ministers, etc. Articles will be written to be informative and helpful, not sensational.

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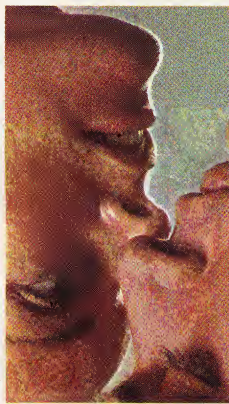
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# THESE ARE SOME SUBJECTS THAT WILL BE

Alcohol and sex

Blackmail and sex

The Boston Strangler

Cross-dressing

Child molesting

Coital frequency

Psychological  
castration

Compulsive  
coital activity

Dreams about sex

Depression and sex

Duration  
of intercourse

Diabetes  
and impotency

Sudden death  
during sex

## Sex in advertising

Numerous studies have shown that the sexual content of television advertising is a major factor in the sexual behavior of adolescents. In a study of 1,000 teenagers, researchers found that the more sexual content they saw in television ads, the more likely they were to engage in sexual activity. This is especially true for girls, who are more susceptible to sexual pressure than boys. The study also found that the more sexual content they saw, the more likely they were to use contraception. These findings suggest that the sexual content of television advertising has a significant impact on the sexual behavior of adolescents.

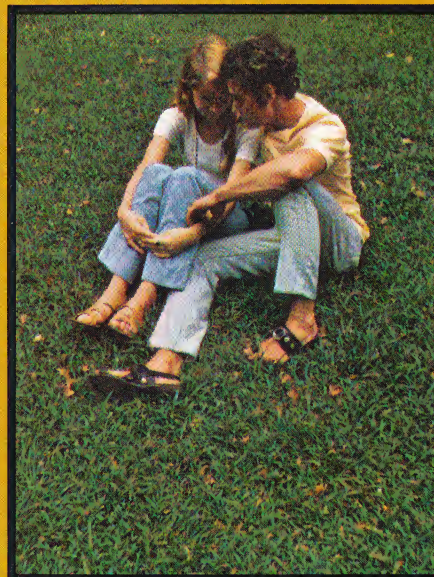
It is also true that the sexual content of television advertising is a major factor in the sexual behavior of adults. In a study of 1,000 adults, researchers found that the more sexual content they saw in television ads, the more likely they were to engage in sexual activity. This is especially true for men, who are more susceptible to sexual pressure than women. The study also found that the more sexual content they saw, the more likely they were to use contraception. These findings suggest that the sexual content of television advertising has a significant impact on the sexual behavior of adults.



## Signs of sexual difficulties in adolescents

Adolescents who experience sexual difficulties may exhibit a variety of signs and symptoms. These may include: 1) Difficulty achieving or maintaining an erection. 2) Premature ejaculation. 3) Painful intercourse. 4) Inability to reach orgasm. 5) Low sexual desire. 6) Anxiety or depression related to sexual activity. 7) Changes in sexual behavior. 8) Changes in sexual orientation. 9) Changes in sexual identity. 10) Changes in sexual expression. These signs and symptoms may be caused by a variety of factors, including physical, psychological, and social factors. It is important to seek professional help if you experience any of these signs and symptoms.

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SOME OF THE  
COVERED EACH MONTH:

# Masturbation

## Multiple orgasms

# Menstrual cycle and sexual desire

# Men who are uninterested in sex

# Misconceptions about genital dimensions

# Nymphomania

# Nudity in sleep and coitus

# Obsessions about sex

## Painful coitus

## Pretended climax

# Phobias about sex

# Peeping Toms

# Prolonging



## The relationship of female orgasm to duration of intercourse

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## 57 reasons a wife declines sex

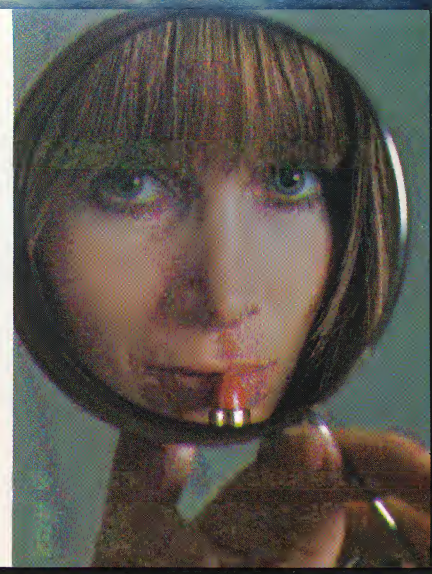
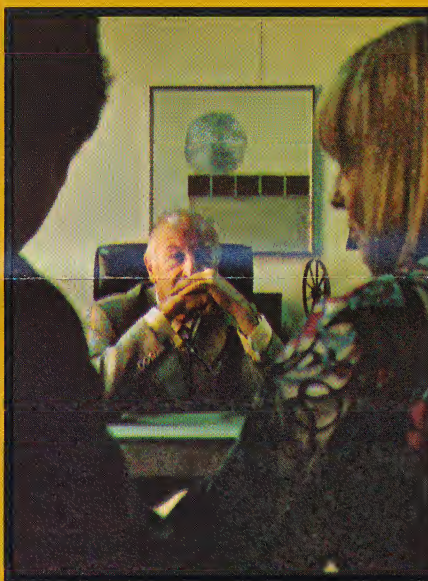
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# Women who prefer effeminate men



# Impotence

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# Marriages without sex